

# Simpli Namdharis





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## Namdhari's to raise upto \$50 mn to scale up retail presence

Funds to be utilised for the expansion of retail  
businesses in metros, select towns

May 23, 2023 - Bengaluru

MINI TEJASWI



We will be investing organically as well. I think once we get on that road, more options will probably open, says Gurmukh Roopra, CEO, Namdhari's Group.

Namdhari's Group, which has presence in fresh fruits and vegetables, groceries, dairy, seeds and restaurants/cafes, said it was raising up to \$50 million to fund the expansion of its retail businesses in metros and select towns across the country.

"We will require at least \$30 million to \$50 million to scale up our retail network in the country in the next 12 months," Gurmukh Roopra, CEO, Namdhari's Group told The Hindu. "A financial or strategic partner will help us take our retail story forward."

"We are now exploring multiple options, including aligning with strategic players and financial partnerships involving Indian and global venture firms to expand our fresh grocery and food retail and seed businesses in metros and small towns in the country," he added.

According to Mr. Roopra, Namdhari's is currently in the process of formulating thoughts in terms of how it would expand its retail business across the country.

“We will be investing organically as well. I think once we get on that road, more options will probably open,” he added.

“Like any organisation, we have to choose where we would look at making that maximum impact for the input that we put. Investments are required to expand in metros and at the same time we believe that our business, mostly seed business, in the rural part of the country also requires investments,” he added.

Commenting on the urgency that rural India needs for organised retailing, he said, “I think there are a lot of people, including e-commerce guys, who are serving urban consumers. But the rural markets command a bit more urgency compared to the urban part of it,” Mr. Roopra observed.

Namdhari’s Group currently has a turnover of ₹650 crore, with the seeds segment alone accounting for ₹300 crore. Its fresh business, that includes retailing of vegetables, fruits, dairy, groceries and exports of fruits and vegetables, account for the rest.

## Namdhari's sets foot in Yelahanka

- December 30, 2022



NT Correspondent

**Bengaluru:** A new store of Simpli Namdhari's chain is set to open in Yelahanka, situated in northern Bangalore. The supermarket offers a wide range of pure vegetarian products and prompts customer service. The chain has 8 supermarkets spread across the city.

The supermarket caters to an elaborate range of products which includes exotic fruits and vegetables, personal care, grocery, gourmet, toiletries, and assorted dairy items with an attached cafeteria that serves its customer's cold-pressed juices and healthy salads.

The store will be operational on all seven days from, 8 am to 9.30 pm, a statement informed

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## Simpli Namdhari's launches its 10th store in Bengaluru

Spread across 4,200 sq. ft., the store is located at JP Nagar

Bengaluru: Simpli Namdhari's, an omnichannel retailer owned by the Namdhari's Group, opened a new store at JP Nagar in Bengaluru. The 4,200 sq. ft. outlet is the brand's 10th store in Bengaluru.

"As a major agribusiness and retail company, our control over the entire value chain enables us to fulfill most of the household food needs. Simpli Namdhari's outlets are not only a part of our omnichannel strategy but also an important aspect of our seed-to-plate value chain," said Gurmukh Roopra, chief executive officer of Namdhari's Group.

Founded in 2001, Simpli Namdhari's stores offer residue-free consumption farm products, groceries, personal care products, and dairy products. The new



store also features a Simpli Good Food cafe that serves snacks and beverages.

“The concept of being a one-of-a-kind experience store and offering home-developed recipes for consumption on and off the premises has been at the forefront of our efforts since the first store was opened. Even the new store embodies the brand’s promise of providing the finest Simpli Namdhari’s experience in an easy and convenient way,” added Roopra.

Besides the JP Nagar, Simpli Namdhari’s is also located at Jayanagar, Yelahanka, RT Nagar, Hebbal, Indiranagar, Sarjapur, Whitefield, Garuda Mall on Magrath Road and Orion Mall at Rajaji Nagar.

<https://archive.org/details/namdhari>

## Indian business leader on International Women's Day 2023-

Gurmukh Roopra, CEO,

Namdhari's Group

March 7, 2023 Saumya Sharma



*Gurmukh Roopra, CEO, Namdhari's Group*

**Gurmukh Roopra, CEO, Namdhari's Group**

"Women play a crucial role in ensuring the sustainability of rural households and communities,

improving rural livelihoods and overall wellbeing. Women in rural India make significant contributions to agricultural production, food security and nutrition, land and natural resource management, and building climate resilience. Achieving gender equality and empowering women is not only the right thing to do but is essential in uplifting rural livelihoods. Giving women the same opportunities as men could raise agricultural production by 2.5% to 4% and reduce the number of malnourished people by 12% to 17%. Namdhari's is committed to empowering women in agriculture. We currently have around 500 rural women across multiple entities, who form the backbone of many of our farming ventures. We provide each of them with at least one nutritious filled free meal, healthcare with an in-house clinic and other statutory benefits amongst other facilities. Most importantly, we feel that they are integral members at the heart of our family. Achieving gender equity in rural areas is especially challenging and agribusinesses can do their part by empowering the rural women who work for them."

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## How Simpli Namdhari is elevating India's vegetarian grocery market



Anil Prabha

March 7, 20233

In a country like India, where almost 40 per cent of the population is vegetarian, there's a lot of room for

growth for Simpli Namdhari, a 100 per cent vegetarian grocery business that specialises in seed-to-plate sourcing and experiential retail stores. The company recently opened its tenth store in Bangalore's JP Nagar area, and CEO Gurmukh Roopra said there are more to come. "It has been a positive start to the year so far. As a result of the improving economy and the return

<https://archive.org/details/namdhari>

## Simpli Namdhari's opens first flagship store in Hyderabad



Inside the new Simpli Namdhari's store in Hyderabad -  
Simpli Namdhari's

Fast moving consumer goods retailer Simpli Namdhari's has opened its first flagship store in

Hyderabad. The new 11,000 square foot store is located in the city's Banjara Hills district.

Simpli Namdhari's new Hyderabad store marks the business' move towards expanding from the local to the national retail market, Simpli Namdhari's announced in a press release on March 20. The store houses its full, multi-brand selection of products ranging from personal care and cosmetics to vegetarian groceries and home goods.

"With the launch of our flagship store in Hyderabad, Namdhari's plans to bring the seed-to-plate concept to the city," said Namdhari's Group CEO Gurmukh Roopra in a press release. "The brand has a rich legacy of over 30 years and is well-known in the agribusiness space. It is this experience and expertise that we have harnessed into all our businesses. Majority of the vegetables and fruits we sell are produced within our control using both traditional and high-tech agricultural practices to ensure we offer safe-for-consumption and residue-free products. We want to focus on building our portfolio of differentiated

products, bring our fresh produce to the city and offer quality experiences that keep our customers coming back for more. We want to grow from being a regional brand to a national one and the Hyderabad market is an important part of this growth strategy.”

Simpli Namdhari's works with farmers at the grassroots level to bring products to its stores and oversees every touchpoint to ensure quality. The new store is dedicated into segments for its different product ranges and has a segment for beauty products. The store also features a ‘Simpli Good Food’ café where shoppers can sit and eat.

The business plans to open between three and five more stores in Hyderabad by the end of 2024. In the coming 24 months, Namdhari’s Group expects to generate between Rs 30 crore and Rs 50 crore in revenue, fuelled by its continued expansion.



# Simpli Namdhari's opens flagship store in Hyderabad

By [Indiaretailing Bureau](#)

March 21, 2023

With the 11,000 sq. ft. store, the company is planning to bring the seed-to-plate concept to the city

Bengaluru: Simpli Namdhari's, an omnichannel retailer owned by Namdhari's Group, opened its first store in Hyderabad at Banjara Hills, the company announced in a press release on Monday.

"With the launch of our flagship store in Hyderabad, Namdhari's plans to bring the seed-to-plate concept to the city. The brand has a rich legacy of over 30 years in the agribusiness space. We want to grow from being a regional brand to a national one and the Hyderabad market is an important part of this growth strategy," said Gurmukh Roopra, chief executive officer, Namdhari's Group.

Spread over 11,000 sq. ft. the store also houses Simpli Good Food, a cafe within its premises.

Hyderabad is an important market for the Namdhari's Group and the company plans to open 3 – 5 more Simpli Namdhari's stores in the city by the end of 2024. The company expects to generate a revenue of Rs 30 – 50 crore in the next 24 months depending on the number of outlets it adds in the coming years, release added.

“As one of the largest vegetable seed players in Telangana, we want to leverage the brand and equity in Telangana's rural communities and bring it to customers at the urban level. In this regard, we've tied up with rural cultivators — both hi-tech and open-field farmers, to cultivate crops using Namdhari's seeds, which will be procured and sold in Simpli Namdhari's outlets,” added Roopra.

Simpli Namdhari's is a vegetarian omnichannel retail chain with 10 stores in Bengaluru. Its parent company Namdhari's Group has over 10,000 farmers in its network with over 15,000 dealer points and a global presence in 15 countries.

# Simpli Namdhari's strengthens presence in south India, opens flagship store in Hyderabad

Tuesday, 21 March, 2023, 15 : 00 PM [IST}

Our Bureau, Bengaluru

Simpli Namdhari's, a vegetarian omnichannel retailer and a brand owned by the Namdhari's Group, opened its first store in Hyderabad's Banjara Hills. With this store launch, Namdhari's Group, an agribusiness with diversified offerings, plans to bring the seed-to-plate concept to Hyderabad and provide customers with an upgraded grocery shopping experience.

The 11,000 sq. ft retail space is designed specifically to complement the wide range of fresh and packaged products that will be available at the stores. There are designated experiential zones with brands such as Tea Culture, TGL Coffee, JBB Ayurveda Spices, Andhra special sweets, pickles, namkeen and chutney powders by Ruchi homemade foods, a range of Karachi

Bakery products and Bansiwala sweets to enhance the in-store retail experience.

“With the launch of our flagship store in Hyderabad, Namdhari’s plans to bring the seed-to-plate concept to the city. The brand has a rich legacy of over 30 years and is well-known in the agribusiness space. It is this experience and expertise that we have harnessed into all our businesses. Majority of the vegetables and fruits we sell are produced within our control using both traditional and high-tech agricultural practices to ensure we offer safe-for-consumption and residue-free products. We want to focus on building our portfolio of differentiated products, bring our fresh produce to the city and offer quality experiences that keep our customers coming back for more. We want to grow from being a regional brand to a national one and the Hyderabad market is an important part of this growth strategy,” said Gurmukh Roopra, CEO, Namdhari’s Group, at the event of the store launch.

Hyderabad is an important market for the Namdhari’s Group and the company plans to open 3 - 5 more Simpli Namdhari’s stores in the city by the end of 2024. The company expects to generate a revenue of

Rs 30 - 50 crore in the next 24 months depending on the number of outlets it adds in the coming years.

The Group has a well-established presence in Telangana with Namdhari's Seeds being one of the largest seed producers and distributors. It s over 10,000 farmers in its network with over 15,000 dealer points and a global presence in 15 countries.

“As one of the largest vegetable seed players in Telangana, we want to leverage the brand. In this regard, we've tied up with rural cultivators both hi-tech and open-field farmers, to cultivate crops using Namdhari's seeds, which will be procured and sold in Simpli Namdhari's outlets,” he added.

The company is also one of the biggest suppliers of fresh produce to quick-service restaurants in Hyderabad. It sees a massive opportunity in bringing its offerings from the farm to consumers with the launch of its retail store. It has invested in setting up a hi-tech fresh cut warehousing facility in Telangana. The cold storage capability will be used to move some of the fresh produce in and around the city.

# Namdhari Seeds forays into food retail business

March 17, 2023 - Hyderabad

Simpli Namdhari's, a vegetarian omnichannel retailer owned by seed firm Namdhari Seeds, has opened its first store at Banjara Hills here.

The 11,000-sq. ft retail space offers a wide range of fresh and packaged products.

# Simpli Namdhari's opens new store in JP Nagar

Published on February 13, 2023

Bengaluru – With an aim to serve more customers with its differentiated offerings, Simpli Namdhari's, a 100% vegetarian omnichannel retailer and a brand owned by the Namdhari's Group, opened its 10th store in the city's JP Nagar area.



The 4,200 sq. ft fresh-centric store is designed specifically to complement the wide range of farm and sourced produce available in the store. To emphasize the diversity of products, each of the categories from fruits & vegetables, staples & grains, oils to FMCG, dairy, beauty and home among others have been distinctly designed to highlight individual products and display the category cohesively with ease of purchase



and easy in-store navigation at the core of design planning.

Speaking about the launch, Gurmukh Roopra, CEO, Namdhari's Group said, "As a major agribusiness and retail company, our control over the entire value chain enables us to fulfil most of the household food needs. Simpli Namdhari's outlets are not only a part of our omnichannel strategy but also an important aspect of our seed-to-plate value chain. The concept of being a one-of-a-kind experience store and offering home-developed recipes for consumption on and off the premises has been at the forefront of our efforts since the first store was opened. Even the new store embodies the brand's promise of providing the finest Simpli Namdhari's experience in an easy and convenient way."

The store offers residue-free and safe-for-consumption fresh produce cultivated at Namdhari's farms. It also offers a wide range of everyday groceries, personal care, and an extensive assortment of dairy products, along with food options from around the world.

Besides an array of products, the new store also features a Simpli Good Food cafe where one can enjoy healthy salads, cold-pressed juices and other short eats.

The store will be open between 8 am and 9:30 pm, on all days of the week. Besides the new store in JP Nagar, Simpli Namdhari's is also located at Ashoka Pillar Road in Jayanagar, Yelahanka, RT Nagar, Hebbal, Indiranagar, Sarjapur, Whitefield, Garuda Mall on Magrath Road and Orion Mall at Rajaji Nagar.

# Namdhari's Group CEO On What It Takes To Build a Seed-to-plate Agri-business In India

Gurmukh Roopra believes that the group's expertise in farming, earned over the years, helps it exercise complete control of the entire value chain

BY [S SHANTHI](#) • APR 11, 2023



You're reading Entrepreneur India, an international franchise of Entrepreneur Media.

Namdhari's Group was started with the vision of bringing global fruits and fresh produce to the Indian market. Today, the group has grown to become a vegetarian seed-to-plate agribusiness with more than five lakh farmers using Namdhari seeds and a retail presence of 80,000 sq. ft in Bengaluru, offering a range of fresh fruits and vegetables, single-origin dairy products, an in-house bakery, imported dry fruits among others.

The group claims to leverage its expertise in farming to exercise complete control of the entire value chain. We spoke with Gurmukh Roopra, CEO, Namdhari's Group to understand more.

"We started more as an agriculture-based organization with our roots pioneering the early stages of changes in the agriculture side, somewhere around the late 70s to the early 80s. And today, we are mostly into hybrid seed development, trying to take many of the high-yielding products to the farmers," he said. The group works with more than half a million farmers

across the country and has operations in Southeast Asia as well as the Middle East.

### Multiple revenue streams

The company operates two store formats. One is Simpli Namdhari's, which is a large-format experience center that houses residue-free and safe-for-consumption groceries, organic and FMCG items and an in-house live kitchen, Simpli Good Food, where delicacies are served. The next one is Namdhari's Fresh, which is an integrated greengrocer-cum-corner store carrying fresh fruits and vegetables sourced from the company's own farms in addition to a range of daily necessities. The first Namdhari's Fresh store was launched in 2001 and today the Group operates 25 stores, including 9 Simpli Namdhari's and 16 Namdhari's Fresh stores in Bengaluru and plans to expand to other markets.

It also has Namdhari Seeds which breeds, produces, and distributes vegetable seeds, flower seeds, and hybrid crops. Founded in 1985, Namdhari Seeds initially focussed on contract seed production for exports. Later, breeding programs were started to develop suitable hybrids for the Indian market. Today,

it claims to have 500 commercialized hybrids across 2,00,000 hectares of open fields, greenhouses, and net houses catered by a network of 1500+ distributors, globally.

### Being a vegetarian omnichannel retailer

"The retail part, which is Simpli Namdhari's, gets the highest visibility because it's the one which is most in the consumers' eyes, even though retail is not really a major part of our business. It probably accounts for about 25 per cent of our business topline. But it definitely gives us the best brand visibility and in a way that enables us to showcase a lot of the good work which we have done at the production level," said Roopra.

He also added that the Group's strength lies in its control over the entire backward-integrated value chain, from R&D and production of seeds, crop cultivation, harvesting and packaging, and delivery of these products for sale in the retail outlets, to offering home-developed recipes served at Simpli Good Food. "Today, when you walk into one of our retail stores, you will be able to get a value chain integrated product, whether it's fruits and vegetables, a bakery or a dairy or

some of the FMCG range of products. And finally, also an in-house cafe that has curated menus using a lot of the ingredients that we have on offer within our stores," he said.

### Brand investments in R&D

Roopra claims that different capabilities have been developed in each one of its businesses over the last 20 to 30 years. "When we talk about the sweet spot, about 8-15 per cent of the seed business topline goes into R&D capabilities, and we have different locations to trial our products. We have about 8-10 stations across the country. We have got 30 to 40 people in the research team, just purely plant breeders and on top of that it's coupled with some biotech support. It's fairly scientifically driven and research-oriented."

In the seeds business, it takes about seven or eight years for the company to introduce a variety into the ecosystem. "So, I think that kind of demonstrates the power and the rigor that is required to come in with a product which is suitable for farmers and for the seed business our primary customer is really the farmer in India," he said. The company supplies seeds within India

through 15,000 distribution points and is available in Thailand, Indonesia, Vietnam, Myanmar, and Turkey.

The company claims that the production part of the business works on multiple fronts and each supplier complements the overall ecosystem within the country. "India is a pretty fragmented consumption country. So, we actually grow products ourselves, work with farmers and buy back products from them. So, when we are talking about doing export-grade products, we are working under protected infrastructure ourselves. This would be high-tech greenhouses, precision agriculture, so to speak. It could also include working with farmers, providing them with technological know-how, buying back those products from them and then processing them to certified processing facilities and then making them available as Indian products for international markets," he said. The company also supplies specially grown differentiated products for e-commerce players and supplies the to QSRs as well.

Price-sensitive India market and post-pandemic changes

Talking about India being considered a price-sensitive market, he said, "We have one of the fastest



growing middle-class populations, which is an aspirational class. Does that mean that they will come in and buy things that are expensive? No, I think Indian consumers are value-driven."

The pandemic has brought many changes in the way we live, shop, etc. This has impacted the retail space hugely. Namdhari's believes that the only natural way to exist today is to be present everywhere. "Consumers have gotten used to the convenience of e-commerce. But it's also very difficult in our category, especially fruits and vegetables, which is very tangible, perishable, something which is unbranded and commoditized. And that's where the whole fact that we have a pretty strong integrated cold chain system comes in," he said.

This system has so far helped the company stick to its omnichannel strategy. "Our strategy is to have as many touch points and to continue to give that convenience to customers," he said. Namdhari's Group plans to build collection centers, and protected cultivation and distribution centers, and is actively seeking partners to help realize its vision.

# Simpli Namdhari's Wins the Regional Retailer of the Year (South) at the IReC Awards 2023

May 22, 2023

Bengaluru — Simpli Namdhari's, India's only 100% vegetarian omnichannel retailer and an illustrious brand under the Namdhari's Group, has triumphed as the Regional Retailer of the Year (South) at the prestigious 11th edition of the Industry of Retail and Ecommerce (IReC) Summit.

The IReC Summit stands tall as one of India's most prominent retail and e-commerce gatherings, annually acknowledging retailers and e-retailers who transcend the realm of expectations to bridge the gap between operational reality and consumer desires.

Gurmukh Roopra, the CEO of Namdhari's Group, expressed his elation, stating, "We are thrilled that Simpli Namdhari's has secured the Regional Retailer of

the Year (South) title at the esteemed IReC Awards 2023. This extraordinary achievement was made possible through the unwavering trust and support of our customers, coupled with the relentless dedication of our team. Our distinctive seed-to plate offering, unyielding adaptability, and collective efforts have propelled us to this momentous milestone, and we aspire to achieve even greater heights as we progress.”

He added, “These accolades celebrate enterprises nationwide that surpass their designated roles, consistently set towering benchmarks in customer service excellence, and lead the charge in retail and e-commerce innovation. Simpli Namdhari’s, as India’s solitary fully backward integrated seed-to-plate omnichannel retailer, has effortlessly adapted to customer expectations, setting itself apart from its competitors.”

In a remarkable testament to Simpli Namdhari’s industry influence, Hema L, the Head of Brand Marketing, stood among the venerated thought leaders at the IReC Summit 2023. Addressing the audience, she spoke on the topic “Embracing Technological Advancements: Enhancing the Consumer Experience

through Convenience, Ease, and Efficiency.” She shed light on the cutting-edge technologies adopted by Simpli Namdhari’s, which enable the seamless delivery of a remarkable customer experience. The conference served as a dynamic platform that congregated seasoned practitioners and industry experts, collectively shaping the future of retail and emphasizing the pivotal role customer experience plays within it.

Hema L, Head of Brand Marketing at Simpli Namdhari’s stated “In the realm of modern retail, convenience reigns supreme. Businesses that wholeheartedly commit to delivering convenient and effortless customer experiences not only foster increased loyalty but also cultivate trust and enduring relationships with customers. Simpli Namdhari’s has consistently spearheaded the provision of exceptional experiences, bolstering these connections and solidifying our position as an industry pioneer.”

She further added, “Just recently, we had created a VR zone that allowed Simpli Namdhari’s customers to virtually experience our seed-to-plate story by visiting our farms. They could immerse themselves in the entire process as if they were physically present at any of our

farms. Additionally, we utilise data analytics to personalise offers for our loyal customers, enhancing their likelihood of repeat shopping and more. Today's customers are spoilt for choices, and we have to stay one step ahead in order to deliver exemplary customer experience."